

REMARKS

Claims 1-23 are all the claims pending in this application. Reconsideration and allowance of all the rejected claims are respectfully requested in view of the following remarks.

REQUEST FOR INFORMATION

The Examiner has requested that the Applicants and the Assignee of the above-captioned application provide certain information that the Examiner has deemed to be reasonably necessary to the determination of issues related to public use or on sale activity. The following Exhibits are submitted in response to the Examiner's request for information.

Marketing Materials:

Exhibit A: "Digitalme Technology First Offering of Novell's New In-The-Net Services Group." October 5, 1999, at http://web.archive.org/web/20001006191243/www.digitalme.com/Press_Center/Press_Materials/Press_Releases/inthenet.html, a copy of which is provided as **Exhibit A**.

Exhibit B: "Novell Debuts New Digitalme "In-the-Net" Service." October 5, 1999, at http://web.archive.org/web/20001006162123/www.digitalme.com/Press_Center/Press_Materials/Press_Releases/debut.html, a copy of which is provided as **Exhibit B**.

Exhibit C: "Digitalme Backgrounder." At http://web.archive.org/web/20001109032600/www.digitalme.com/Press_Center/Press_Materials/Backgrounder/, a copy of which is provided as **Exhibit C**.

Exhibit D: "Digitalme Fact Sheet." at http://web.archive.org/web/20000816003744/www.digitalme.com/Press_Center/Press_Materials/Fact_Sheet/, a copy of which is provided as **Exhibit D**.

Exhibit E: http://web.archive.org/web/20000815070123/www.digitalme.com/Learn_More/, a copy of which is provided as **Exhibit E**.

Exhibit F: http://web.archive.org/web/20000816003625/www.digitalme.com/Learn_More/Take_Control/, a copy of which is provided as **Exhibit F**.

Exhibit G: http://web.archive.org/web/20000815083520/www.digitalme.com/Learn_More/Make_it_Convenient/, a copy of which is provided as **Exhibit G**.

Exhibit H: http://web.archive.org/web/20000816003630/www.digitalme.com/Learn_More/Create_Relationships/, a copy of which is provided as **Exhibit H**.

Exhibit I: http://web.archive.org/web/20000815070151/www.digitalme.com/Learn_More/FAQs/, a copy of which is provided as **Exhibit I**.

White Paper:

Exhibit J: "meBusiness: Convenience, Choice and Control through digitalme"
http://web.archive.org/web/20000818074204/www.digitalme.com/Press_Center/Press_Materials/White_Papers/mebusiness.html, a copy of which is provided as **Exhibit J**.

The above-referenced materials provide a full and complete response to the Examiner's request for information. Applicants further note that at least the claimed feature of anonymous on-line transactions was not present in the Digitalme identity service.

REJECTION UNDER 35 U.S.C. 102(E)

Claims 1-15 stand rejected under 35 U.S.C. §102(e) as allegedly being anticipated by Brody et al. (U.S. Patent Publication No. 2001/0029485), hereinafter referred to as "Brody". Applicants traverse this rejection on the following basis.

Independent claim 1 recites, among other things, the feature of communicating, without user interaction, the *anonymous data from the second profile* to the transaction interface to enable completion of the on-line transaction. (*Emphasis added*) Claims 6 and 11 recite similar features. The Examiner continues to rely on "browser cookies" to disclose communicating the anonymous data from the second profile without user interaction. The Examiner presents no evidence, however, that Brody discloses a cookie having anonymous data. Nor does the Examiner present evidence that Brody discloses generating a second profile linked to the first profile, wherein the second profile comprises anonymous data. Rather, the cookies, as disclosed by Brody, are used to identify an anonymous transaction server address/URL, merchant address/URL, registered user, site personalization, and amount of purchase. These are not the same as communicating *anonymous data from the second profile* to the transaction interface, as claimed.

As such, the rejection is improper as Brody fails to anticipate each and every feature of independent claims 1, 6, and 11. Dependent claim 2-5, 7-10, and 12-15 are allowable because they depend from allowable independent claims 1, 6, and 11, respectively, as well as for the other features they contain.

REJECTION UNDER 35 U.S.C. 103(A)

Claims 17-23 stand rejected under 35 U.S.C. §103(a) as allegedly being unpatentable over Brody et al. (U.S. Patent Publication No. 2001/0029485) in view of the Examiner's Official Notice. Applicants traverse this rejection on the following basis.

Claim 17 recites, among other things, an Internet browser interface that includes a transaction interface having on-line transaction information and an anonymous shopping interface displayed *concurrently* with the transaction interface, wherein the anonymous shopping interface is displayed whenever the Internet browser interface is displayed. See specification, pages 3 and 9. Claims 20 and 21 recite similar features.

In Applicants' previous Response to Office Action, filed September 27, 2005, Applicants traversed the Examiner's application of Official Notice based on lack of evidentiary support that these features are well known within the context of a system and method for enabling a user to transact an anonymous on-line transaction or that the simultaneous display of the types of interfaces claimed was known. The Examiner has failed to provide any evidentiary support for the rejection based on the Official Notice. For at least this reason, the Examiner has failed to establish a prima facie case of obviousness. Accordingly, the rejection of claims 17-23 is improper and should be withdrawn.

Brody fails to teach or suggest the invention claimed in independent claims 17, 20, 21. Dependent claim 18, 19, 22, and 23 are allowable because they depend from allowable independent claims 17 and 20, as well as for the other features they contain. For at least the foregoing reason, allowance of these claims is requested.

CLAIM 16

As stated in the previous Response, the rejection fails to address claim 16. Applicant requests that the Examiner properly address all the pending claims including claim 16. In addition, claim 16 recites features similar to those described in reference to claim 17, above. Therefore, for at least the reasons set forth above in regard to claim 17, allowance of claim 16 is requested.

CONCLUSION

Having addressed each of the foregoing rejections, it is respectfully submitted that a full and complete response has been made to the outstanding Office Action and, as such, the application is in condition for allowance. Notice to that effect is respectfully requested. Applicant does not necessarily agree with all of the other statements made in the Office Action, but the foregoing is sufficient to overcome the rejections.

If the Examiner believes, for any reason, that personal communication will expedite prosecution of this application, the Examiner is invited to telephone the undersigned.

Dated: March 13, 2006

Respectfully submitted,



Anita Choudhary

Registration No.: 56520

PILLSBURY WINTHROP SHAW PITTMAN
LLP

P.O. Box 10500

McLean, Virginia 22102

703-770-7900

CUSTOMER NO. 00909

EXHIBIT A

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**digitalme****Press Materials**

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digitalme in the News[Home](#) | [Learn More](#) | [Join](#) | [Privacy](#) | [Press](#) | [digitalme Story](#) | [Support](#)**DIGITALME TECHNOLOGY FIRST OFFERING
OF NOVELL'S NEW IN-THE-NET SERVICES GROUP**

**Product group to deliver Internet products and services
that take advantage of the Novell Directory Services (NDS)**

NEW YORK CITY, OCT. 5, 1999 – As part of its public unveiling of digitalme™, a technology that will allow consumers to take control of their personal identity on the Internet, Novell (NASDAQ:NOVL) today announced the formation of a new In-the-Net Services Group whose charter is to deliver products and services targeted at delivering value to individual Internet users, signaling the company's entry into the business-to-consumer marketplace. In-the-Net products and services, based on Novell Directory Services (NDS), will be sold to a variety of e-businesses, including portals, ASP/ISPs, and retailers.

Digitalme, as well as newly-announced initiatives and partner alliances that promise to contribute to the proliferation of NDS-based Internet solutions, are the first of the projects undertaken by the new group. Steve Adams, who joined Novell from Citrix Systems, Inc., in July, is general manager of the group that will help ensure Novell is at the forefront of delivering e-business tools, applications, and services for both individual Internet users as well as enterprises.

"The mission of our team is clear-cut: Improve the Web experience and make the Internet easier to use and more secure for consumers and the businesses that serve them," Adams said. "We are doing this by taking the core competencies of Novell – such as secure authentication of network users; cache systems that dramatically improve the speed and efficiency of Internet content delivery; and management of personal information and identity on a network – and making them available through what we call 'In-the-Net' services. Our initial focus is on relationship and identity management, where, with digitalme, we are setting the agenda for the marketplace."

According to Eric Schmidt, Novell Chairman and CEO, "With the explosive adoption of NDS, end-users and CIOs are demanding more applications and services that can capitalize on the power of NDS on the Internet, which is essentially the world's largest directory. This new unit will provide a center of gravity for executing Novell's Internet strategy."

Formation of the In-The-Net Services Group comes at a time when Novell has proven its prowess in the Internet application space. Recent new products include Single Sign-On, ZENWorks 2

and Branch Manager for NT. These products provide directory technology that run industry-standard APIs and protocols across multiple platforms, and make application deployment easier while at the same time delivering reliability and scalability.

New Initiatives and Alliances

Adams said Novell's In-The-Net Services group expects to deliver a rich portfolio of Internet directory-based applications and services both from Novell and from an emerging lineup of third-party innovators, such as ClickMarks, EZ Login, Facetime Communications, Just On, Knowledge Navigators, Privaseek, Verisign and White Pine. In addition to participating at the digitalme unveiling, the companies announced their intentions to work with Novell in providing technologies and services aimed at improving the Internet experience.

To jumpstart development of digitalme related services, Novell also announced plans to make available the digitalme source code and Application Programming Interfaces (API). They will be offered on the digitalme site set later this month as part of an ongoing effort to address the most urgent needs of a new breed of Internet and networking developers.

"We will move aggressively to identify and build relationships with Internet innovators focused on what we see as the next wave -- 'in-the-net' services delivered through server-based computing," Adams explained. "We are responding to customer demands in the market for "zero-byte clients" or applications and services that do not need to be downloaded. Responding to that trend is a new breed of companies and customers who see the value in unlocking applications from machines and making them available on any variety of machines anywhere through a browser on the Internet."

About Novell

Novell, Inc. (NASDAQ:NOVL) is the world's leading provider of directory-enabled networking software. Novell solutions give businesses total control of their private networks and the Internet, simplifying the management of user access and identity. Novell's worldwide channel, consulting, developer, education and technical support programs are the most extensive in the network computing industry.

For information on digitalme, call 1-877-meBusiness. Novell's complete range of products and services, contact Novell's Customer Response Center at (888) 321-4CRC (4272), or visit Novell's Web site at <http://www.novell.com>. Press may access Novell announcements and company information on the World Wide Web at <http://www.novell.com/pressroom>. In addition, detailed comparisons between Novell products and competitive offerings from other vendors are available on the Web at <http://www.novell.com/advantage>. For information on the Year 2000 status of Novell products, please access Novell's Year 2000

Web site at <http://www.novell.com/year2000> or contact Novell's Customer Response Center at year2000@novell.com.

Novell, digitalme, NDS and Novell Directory Services are registered trademarks, and Novell Certified Directory Engineer is a service mark of Novell, Inc. in the United States and other countries. All third-party trademarks are the property of their respective owners.

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EXHIBIT B

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NOVELL DEBUTS NEW DIGITALME "IN THE NET" SERVICE

New Novell technology simplifies and manages personal information on the Web, signaling new era of "meBusiness"

NEW YORK, OCTOBER 5, 1999 – At the Metropolitan Pavilion in New York City, Novell, Inc. (NASDAQ: NOVL) today launched digitalme™, its new Identity management service that brings a greater level of convenience, freedom, and control to the Internet. Digitalme leverages powerful Novell Directory Services™ (NDS) technology to make life easier on the Internet for consumers and empower them to take control of how their personal information is shared, used, and maintained on the Net. The digitalme technology is targeted at e-businesses, including portals, ASPs/ISPs and retail companies that want to enable their customers to control their identities on the Web and enjoy conveniences such as single-click buying.

"In the first wave of online growth, people focused on the basics of learning how to access and navigate the Internet," said Dr. Eric Schmidt, Novell chairman and chief executive officer. "Digitalme is ushering in the next wave, where simplicity is paramount and the consumer is in control of his or her personal information. This new consumer-focused era on the Net is what we call meBusiness."

Novell also announced support for its Identity management strategy from partners including Compaq and Intel, as well as alliances with a new wave of Internet ISVs who will deliver complementary services to digitalme. The growing list of alliances and partners includes AOL, ClickMarks, EZ Login, Facetime Communications, Just On, Knowledge Navigators, Privaseek, Verisign and White Pine.

"Identity management is a key industry challenge as we move into the next generation of e-business computing. The evolution towards a more customer-centric model will require tools allowing users and businesses to effectively manage identities in a secure fashion," said John Davies, vice president of e-Business Marketing at Intel Corporation. "Technologies from Novell, like NDS and digitalme, complement Intel's vision of the demanding Internet economy."

Starting today, consumers can log in to <http://web.archive.org/web/20001006162123/http://www.digitalme.com/>, a free service from Novell that enables consumers to take advantage of features such single-click sign-on to the Net, auto-form-fill-in, and a personal Web address book. Additional features and in-the-net services will be added on an ongoing basis.

Digitalme arrives at a time when the digital world has grown increasingly complex for consumers. According to a recent survey sponsored by Novell, the average online user has to remember between three and four passwords to access their favorite Web sites, and more than 20 percent of users have three or more e-mail accounts. Eighty-four percent of people are concerned about how the personal information they provide to Web sites is used, and five out of six are reluctant to use a Web site that requires personal information. And consumers have a difficult time keeping their digital identity up to date: less than one in five remembers to notify a Web site when key personal information changes.

NDS and digitalme

Based on NDS, digitalme takes advantage of Novell's expertise and experience with the directory software that has helped companies manage and control computer network and user information for nearly seven years. Digitalme brings proven, mature NDS capabilities to the Internet, arguably the world's largest network. Digitalme uses NDS to store consumers' personal information such as passwords, user names, account numbers, bookmarks and preferences in a secure, private directory. With NDS on the back-end, consumers can be sure their digitalme experience will be reliable and secure.

How digitalme works

Digitalme's free services are accessed through <http://web.archive.org/web/20001006162123/http://www.digitalme.com/>, which is divided into three areas: meCards, Contacts, and Web Center. New users begin by filling in a Master Profile form that is the basis for building meCards. meCards contain a wide range of information that users might choose to share with friends, associates and e-businesses, from the basics like name and address to their many web passwords, favorite color, shoe size and preferred airline. Since each individual controls what information is shared, he or she will always know when, how and by whom their personal information is being used.

With personal information stored in an ultra-secure, private directory, digitalme provides automatic sign-on to Web sites and eliminates the need to remember multiple passwords. As soon as a digitalme user elects to register with a new site, a personal proxy system intercepts the necessary registration forms, automatically fills them in, and provides a completed form for review. The next time the user accesses the Web site, digitalme automatically handles the sign-on process.

The "Contact" area of digitalme.com will house a dynamic address book that contains contact information for users and other members of the digitalme community, including friends, business associates, and e-businesses. When user information changes, they simply update the address book just once and the change will be reflected throughout all their personal contacts. The Contact area will also store all meCards that a user receives from others and will enable instant messaging. Instant

messaging allows computer users to carry on quick on-screen conversations with one other. Unlike email messages, an instant message is the electronic equivalent of a ringing phone because it pops up on the recipient's screen right away.

digitalme in the real world

The genesis of the digitalme concept occurred when a Novell executive was traveling for business, found himself unable to access a crucial Web site from a remote location and could not remember his user name and password specific to that site. He and Novell quickly realized that consumers needed a simpler and more efficient way to use the Internet.

The digitalme demonstration in the Metropolitan Pavilion today illustrated a variety of real-world applications for digitalme. For example, a college student overwhelmed by the dozens of passwords and usernames he must remember can use digitalme to automate single-click sign-on to all his favorite research and e-commerce sites. A business traveler stuck at an airport can use digitalme's dynamic address book to get in touch with all of the colleagues she needs to reach. And busy shoppers can use digitalme to quickly and easily complete holiday purchases online, because it stores the personal information and preferences they need to make a gift selection.

Digitalme users can access all of their information - including personal preferences and contact information - at any time and from any location, regardless of which PC they use. Digitalme is a "zero-byte" technology, meaning that people do not need to download any software to activate digitalme. It is platform-independent and supports all major network operating systems, including NetWare, NT, Solaris, IBM and Linux.

Why e-businesses need digitalme

With digitalme technology, e-businesses, including portals, ASPs/ISPs, and retail companies stand to gain greater customer retention and satisfaction by offering an enhanced online experience. For existing online businesses or vertical portals, digitalme can create broad communities of interest and offer new personalized services. Brick and mortar companies that are moving to build an online presence can more aggressively deliver an identity management service that reinforces their brand in the Internet space. By offering these new services, e-businesses will be able to responsibly use customer information, enabling permission-based marketing, more trusted relationships, and respect for personal privacy.

About Novell

Novell, Inc. (NASDAQ:NOVL) is the world's leading provider of directory-enabled networking software. Novell solutions give businesses total control of their private networks and the Internet,

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The first wave of Internet growth was fueled by the need to connect, as people searched for tools that would help them access and use the Internet. Now that the problems of getting online, selecting a browser and navigating the web have been overcome, the massive scale of the Internet has created a new problem – the need to manage the myriad relationships that a user creates online and to simplify the overall web experience. Novell's digitalme is the first technology to address this concern and usher in a new world of personal empowerment on the Internet.

Web of Confusion

As Internet growth continues to explode, our digital worlds have become more and more complicated. Each day, we have to remember multiple passwords, usernames and account numbers to access our favorite sites. When making an online purchase, we're required to fill in the same registration information over and over again. In the meantime, we're also trying to remember and keep current contact information for an extensive network of friends, family and business associates.

In addition, Web users have little control over what happens to the information that is collected about them online. People aren't always aware that information is being collected, and most of the time don't know how the information is being used and shared. Yet, this information is extremely valuable. In the first weeks of 1999, for example, the per profile value of American Online was approximately \$2,250.

Many Web users also have serious concerns about the security and privacy of their personal information. In a recent BusinessWeek/Harris Poll, 77% of current Internet users indicated that they had not purchased anything online. Of these non-buyers, 86% cited privacy fear as the most important reason for their restraint.

In this environment, it's clear that a new model is needed to address the needs of Internet users – a model that lets the consumer control his or her online identity, experience and information. As users become empowered and are able to conduct business on their own terms, the opportunity also exists to unlock the untapped potential for e-commerce. With user control comes trust, and trust is universally hailed by analysts as the key determinant to building stronger, more durable customer relationships.

Introducing digitalme

Novell's digitalme is a web standards-based technology that was developed by Novell to make life simpler on the Net both for consumers and the businesses that serve them. Instead of focusing solely on e-business, digitalme introduces the concept of "meBusiness."

digitalme stores important personal information such as passwords, user names, account numbers, bookmarks, and preferences in a secure, private directory. The technology is based on Novell Directory Services (NDS), the acknowledged industry leader in large-scale, ultra-secure directory services. The key value of the directory is its ability to track the identities of everything on the network and the relationship between each identity. digitalme brings that core NDS value to the Internet - which is essentially the world's largest network.

One of the key features of digitalme is the meCard, which allows users to personalize their digital identities and exchange different types of information with different audiences. Digitalme also offers password management and single-sign

on for the Internet, automatic form fill-in and a dynamic address book.

digitalme Benefits

digitalme puts users in control of their personal information. They can provide different levels of information to different audiences, sharing as much - or as little - as they choose. For example, users might give friends access to all their personal information, but only allow their favorite e-tailer to see certain demographic information in exchange for product discounts. digitalme also provides personalization tools, allowing individuals to customize views of their profile for each audience. Users gain choice and control, and can conveniently access their information 24 hours a day, seven days a week, from anywhere in the world.

digitalme solves the problem of web chaos by eliminating the need for the multiple passwords and usernames now required for entry into different Web sites. With digitalme, users can quickly and securely access all their favorite sites with a simple click. In addition, digitalme automates the time-consuming and repetitive process of registering for new online services and keeping enrollment information current. Many other non-commercial applications are also possible with this technology, including the ability to form online communities that share a common interest, such as gardening or mountain climbing.

Businesses will benefit from an empowered consumer who feels confident that his or her personal information is being shared and stored appropriately. These businesses will no longer face the challenge of keeping information current, since that process will be managed by each individual user. In addition, companies will have greater assurance that the people they are marketing to are qualified, interested consumers.

The digitalme concept will change forever the way that online information is managed and shared. By simplifying the web experience and providing unprecedented freedom, convenience and control, digitalme is paving the way for the next generation of Internet use.

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digitalme™ Fact Sheet (www.digitalme.com)

digitalme is a new Internet technology developed by Novell to improve the Web experience and make life on the Internet simpler for consumers. It is a natural extension of Novell Directory Services (NDS), the acknowledged industry leader in large-scale, ultra-secure directory services. digitalme begins by empowering users to take control of how their personal information is shared, used and maintained on the Net, and results in a more dynamic and intimate relationship between businesses and their customers. With digitalme, Novell has taken its NDS technology and enabled a revolutionary new way to do business: "meBusiness."

The cornerstone of digitalme is the "meCard," which allows users to personalize their digital identities and exchange different levels of information with others on the Web. The meCard will provide an automatic update whenever holders change information like their address, phone number, or e-mail. From the enterprise perspective, online businesses and service providers can use digitalme to extend their brands and offerings on the Internet by giving customers more personalized channels and access to their services.

digitalme Benefits

- ***Freedom.*** Users no longer have to remember several passwords and usernames, fill out multiple registration forms, or constantly update personal information. For their part, businesses are freed from having to keep track of customer information.
- ***Control.*** With digitalme, users define who sees their information and determine how much information they are willing to share in any given transaction, correspondence or online information exchange.
- ***Personalization.*** Users can present different sets of customized information to family, friends, business partners, merchants, and service providers. Businesses can then offer products and services based on consumer preferences.
- ***Convenience.*** After storing their personal information in one ultra-secure directory, users can then access this data from any computer, at any time, from anywhere in the world.

- more -

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digitalme Features

- *Password Management and Automatic Sign-On for the Internet:* digitalme stores important personal information, including user-name bookmarks, web page annotations, passwords, account numbers, preferences, or any other type of digital information. Users will need to remember just one password and will be able to access their favorite Web sites with just one click.
- *meCards:* Provides personalization tools that give individuals the ability to create different cards containing their personal information that depend on the nature of their relationship with the person or Web site viewing their information.
- *Auto-Form Fill-in:* After the consumers fill out their personal information one time, digitalme will automatically provide this information to any Web sites requiring online registration. Consumers will be able to decide how much of their personal information should be shared each time.
- *Dynamic Address Book:* When information changes, users need to update their address book just once and it will be reflected throughout all their personal contacts. The digitalme address book is accessible from anywhere and is easily transferable to or from a PC-based contact manager.
- *Remote Access:* Information contained at <http://web.archive.org/web/20000816003744/http://www.digitalme.com/> is stored securely on the Web and will be accessible at any time from anywhere, not just a user's home or work PC.

- more -

digitalme Technology

- Simple access from any browser supporting SSL and Javascript. We suggest using the most current version of Netscape or Internet Explorer.
- A natural extension of Novell Directory Services (NDS), the acknowledged industry leader in large-scale, ultra-secure directory services.
- Consists of client and server technologies based on open standards, including Java, XML, Win32, ActiveX, browser and directory protocols.
- Can support all major network operating systems, including NetWare, NT, Solaris, IBM and Linux.
- Because it is NDS-based, digitalme offers the same in-depth security that is fundamental to NDS. NDS uses RSA and supports Public Key Infrastructure Service (PKIS), which includes public-private key encryption and digital certificates for ensuring user authenticity.

digitalme Partners

EXHIBIT E

Novell



digitalme



It all starts with a meCard

A meCard is simply a customized personal information profile that you put together for a specific online purpose. For example, since you'd use them in different situations, your Business meCard would probably have different info. -- phone, work address, etc. -- than your Personal meCard.

You can build as many meCards as you like, each with personal information and even customized designs, to share with associates, friends and family. Using meCards can remove a lot of repetitive hurdles -- passwords, forms, etc. -- and make life a lot easier. They also allow you to control the personal information you give to others.

Take Control

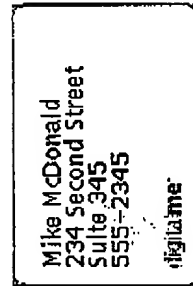
Make it Convenient

Create Relationships

FAQs

Partner Program

Sign-Up



It empowers you

In the digitalme world, you control how your personal information is shared and used. You maintain it. No one else. When you virtually exchange a meCard with a digitalme member, you in essence give them permission to use that information, and you can retract it whenever you want. To learn more, review our [Take Control](#) section.

It eases life on the Net

digitalme offers a lot of benefits. As a member, you have an always current, accessible-from-anywhere address book, one-click universal information updating, single-click sign-on to password-protected sites and automatic form fill-in, just to name a few.

It helps create (and manage) relationships

It's all about relationships -- with associates, friends, family and even e-businesses. You form a new one almost every time you click. digitalme gives you a way to manage and track the information you give out. To learn more, glance at our [Create Relationships](#) section.

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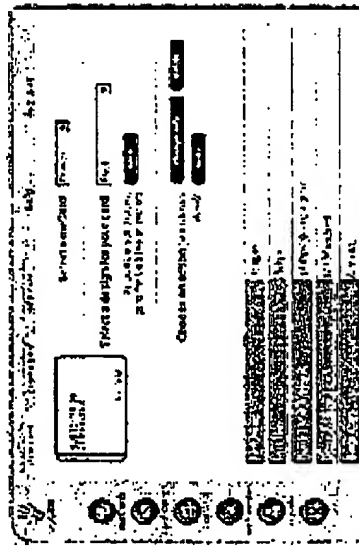


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 FAQs
 Partner Program
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digitalme puts you -- and only you -- in control of your personal information



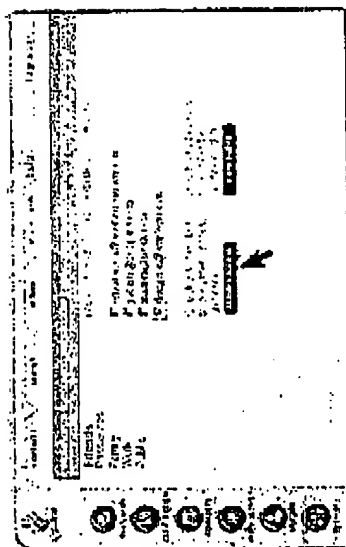
To begin with, you'll store your master list of home, business and other personal data in the "myinfo" area. Then you'll start building meCards, customizing each with different information.

When you share your meCards with friends, family and business

http://web.archive.org/web/20001109024700/www.digitalme.com/Learn_More/Take_Control/

3/9/2006

associates, you decide exactly which information to give each. For instance, you might have two or three different levels of business associates --



those who get the standard information, those that get your pager number and those that get your home phone. We've indicated some standard subject areas for you to explore, but you can build as many different mCards as you choose.

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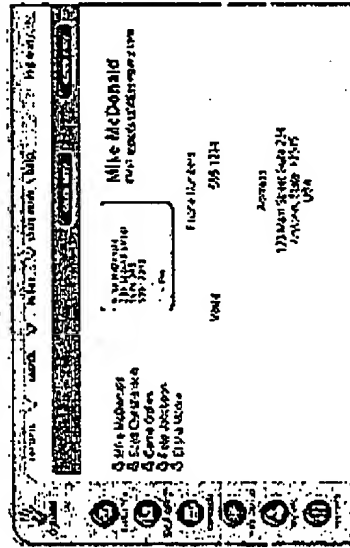
Take Control
Make it Convenient
Create Relationships
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Sign-Up



digitalme makes life easier on the Net

Dynamic address book

Stay in touch with our dynamic address book. It's on line. Accessible from anywhere. And always current.



Take advantage of the ultimate address book. Why ultimate? Because it's always current. And since it's on line, it's always accessible, no matter where you are. With the digitalme address book, you're always in touch.

To build your digitalme address book, collect meCards from friends, relatives, business acquaintances -- anyone you communicate with on line. Anytime they update their information, you'll automatically receive the new info.

One-click universal updating

Change your email or phone? With our one-click information updating feature, you type it once and then choose who knows -- and who doesn't -- with a click of a mouse.

Field	Yes	No
Update my contact information	<input type="checkbox"/>	<input type="checkbox"/>
Update my personal information	<input type="checkbox"/>	<input type="checkbox"/>
Update my business information	<input type="checkbox"/>	<input type="checkbox"/>
Update my preferences	<input type="checkbox"/>	<input type="checkbox"/>
Update my security settings	<input type="checkbox"/>	<input type="checkbox"/>
Update my account settings	<input type="checkbox"/>	<input type="checkbox"/>

Imagine a universal change-of-address card for the Web. In essence, that's what this feature does. To change any of your information, just type it once. With a click, you determine who receives the new information and who doesn't. Friends, family, business acquaintances - they'll always know how to reach you with digitalme.

Single-click sign-on

Forget multiple passwords. With digitalme, you sign in once, then access your password-protected sites with a single click.

digitalme has introduced the information with the world's largest digitalme sign-in system.

Select a website to sign in to (or click on the link to go to the website directly).

Use the sign-in button to sign in to the website.

Sign In

You never have to worry about trying to remember multiple passwords again.

digitalme keeps track of your passwords and user names for you. With digitalme, you can access all your favorite password-protected websites with a single click. And the websites "know" you, regardless of where you are or what computer you're using.

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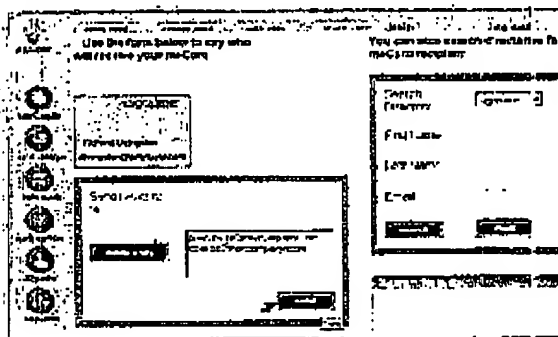
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Every time you click you create a relationship

digitalme gives you a way to manage (and track) your online relationships with friends, family, business associates, even online retailers. You use your meCards to define who gets what information about you. (You can even create meCards around interests such as movies, gardening, sports, etc. -- and build special interest relationships with like-minded digitalme members.)



To keep your relationships always up-to-date, you can take advantage of features like universal information updating. Let's say your email changes -- with universal updating you type it in once, click the mouse, and Aunt Clara knows exactly how to get in touch with you. And our online address book is a great place to store contact information.

If your contacts are also digitalme members, every time they update or change their information, your files will automatically be updated. It's a great way to stay current with highly mobile friends and family.

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Take Control
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FAQ



Frequently Asked Questions

Click here if you're looking for [technical FAQ](#).

[What are meCards?](#)

[What is "auto form fill-in"?](#)

[What is a dynamic address book?](#)

[What browser do I need?](#)

[What are the key benefits for me, the digitalme user?](#)

[What is a digital community?](#)

What are meCards?

A personal identification card you share with other individuals or e-businesses (like a business card in the physical world). You decide what goes on the card, how it looks, and who receives it.

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What is "auto form fill-in"?

Auto form fill-in eliminates the tedious task of filling in online forms by allowing Web forms to be automatically filled in with information from your digitalme account.

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What is a dynamic address book?

Allows the user to maintain their own information. When you update your meCard information, that update is automatically reflected in the contact list of everyone to whom you've given the meCard. Likewise, if you receive a meCard from someone, and

they update their information, your address book will automatically show the most current information.

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What browser do I need?

You need Netscape or Internet Explorer 4.0 or greater. [Click here](#) for details and downloads.

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What are the key benefits for me, the digitalme user?

1. **Control:** You define who sees your information and how much of that information you are willing to share.
2. **Convenience:** digitalme make life easier through universal updating, single-click sign-on and auto form fill. Plus, your information is accessible from wherever you have internet access.
3. **Relationships:** Create different meCards for different relationships in your life. Present different sets of information to your family, friends, business partners, merchants, and service providers.

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What is a digital community?

A community is a gathering of people with similar interests. A digital community is a group with a common interest who gather on the Internet. Digital communities enable families, clubs, interest groups, classrooms, businesses or individuals to create a place quickly and securely.

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digitalme in the News**meBusiness:****Convenience, Choice and Control through digitalme™**

As more and more on-line information continues to bury today's Internet users, a developing need for a dynamic, automated personal identity manager is surfacing within the market. Today's Internet sites are gathering consumer information at an unprecedented rate through cookies, registration forms, and questionnaires. Organizations are also recognizing the need to establish an audience profile and are occasionally taking extreme measures to ensure market understanding and success. With all of this competition, organizations are tracking everything from names and addresses to personal preferences in books and music all the way to highly sensitive information such as personal financial data and medical records.

Use of the Internet along with e-commerce is growing at an unprecedented rate and will continue to accelerate. According to IDC, 150 million user devices are now accessing the Web and, by 2003, the number will grow to more than 720 million. They also project that total on-line commerce will grow from \$50 billion in 1998 to a projected \$1.3 trillion in 2003 (IDC).

To rise above this building challenge, Novell introduces the latest technology for personal empowerment on the Web – digitalme™.

With digitalme, Novell is breaking through on-line information barriers by offering a solution that allows Web users to create and manage their own digital identity. digitalme gives Web users the ability to customize their virtual handprint to outside organizations – including e-commerce and e-services sites – requiring these organizations to do business on the user's terms, changing the focus of e-business to "meBusiness." By focusing on meBusiness, organizations can orient their products and services to an individual consumer on a personal level. Moving from e-business to meBusiness provides better business to consumer relationships through convenience, choice and control.

Target Audience: Empowering the Individual

In a recent *BusinessWeek*/Harris Poll, 77% of current Internet users indicated that they had not purchased anything on-line. Of these non-buyers, 86% cited privacy fear as the most important reason for their restraint. digitalme addresses this concern by greatly enhancing the on-line experience in four major ways:

- **Control.** The user determines who sees the information and how much information is shared within a transaction. digitalme keeps users apprised of when and how their

personal information is being used. Using personal information stored in an ultra-secure, private directory, digitalme provides automatic Web site sign-on capability that eliminates the need for multiple passwords. As soon as a digitalme user elects to register with a new site, a personal proxy system intercepts the necessary form, automatically filling it out, and then providing the completed form for review. The next time the user accesses that site, digitalme automatically handles the entire sign-on process.

- *Personalization.* The user can create different views, or profiles, of personal information for specific recipients of that information. digitalme also stores multiple profiles, or "meCards" and allows for instant messaging based on a specific profile. This instant messaging feature allows users to engage in on-screen conversations with one another.
- *Convenience.* The user enters the information in to the browser-based application once and uses it at any time, from anywhere over the Internet. The accessible information includes contact information, personal preferences, bookmarks, etc. For example, with the digitalme dynamic address book, today's business travelers can create entries that can be updated and accessed from their laptops or other devices.
- *Freedom.* The user no longer has to remember several passwords and usernames, fill out multiple registration forms, or constantly update personal information. And digitalme-enabled

businesses are free from having to keep track of customer information since users do all of the information maintenance.

digitalme is designed for a wide range of users, from the casual Web surfer to the professional business traveler. Anyone who uses the Web will benefit from digitalme. It's designed to empower individuals by providing personal information controls. These controls allow individuals to decide who gets their personal information and whether they want to foster or terminate a particular on-line relationship.

Technical Overview: What is digitalme?

digitalme is the next generation of personal empowerment on the Web to help Internet users control their personal information on-line, access favorite Web sites through a single password, fill-in web forms automatically, and create a digital address books that can be updated and accessed from a number of Web devices.

digitalme allows users to view, enter and update personal information through a browser anywhere at any time. Using Java servlets on a Web server, digitalme takes advantage of

technology creating a "zero byte" client application that generates Web pages on-the-fly. It is designed to give Web users an extremely powerful, swift advantage. Server-side scripting makes this product not only powerful, but fast and seamless.

From the very beginning, digitalme was designed to leverage open standards to ensure a platform-independent product. digitalme consists of client and server technologies that are based on open standards, including Java, XML, Win32, ActiveX, browser, and directory protocols. Novell has developed a Web-centered tool that utilizes XML for interconnection, affording limitless compatibility of stored data. This product is based on NDS, allowing stored information to be accessed via LDAP.

Concepts and Features of digitalme: Getting inside the box

digitalme is a robust Web-based tool developed to make sure all information gathering is consented to. It is composed of five basic elements that work together to ensure protection and control for the individual. These elements include meCards, a dynamic address book, a Web form manager, an identity manager and an account manager.

meCards: Personalizing Design and Identity

Like business cards, meCards contain personal identification information that a user can creatively design and share with family, friends, businesses, service providers, etc. With the *Card Design* feature, the user can create an original design or choose from a number of existing designs. Each meCard is tailored for a specific audience with information appropriate only for that audience. For example, a user may create a meCard for family and friends that reflects more casual, personal and detailed information; whereas, the same user may want a different meCard to pass on to on-line merchants and service providers, ensuring better leverage in business relationships. With digitalme, the individual has the ability to control one-time or long-term Web relationships.

Community Center: Dynamic Address Book

This feature works like an electronic address book, keeping contact information at the user's fingertips. Family, friends and business contacts can be added to the contact list at any time, anywhere. This innovative feature keeps all of the user's personal information current and always available through the Web. Getting important contacts to join digitalme, the user creates a self-updating information network. The user can then transfer information to and from PC-based contact managers, or most other Web devices currently on the market. The dynamic address book also keeps information current since data is

dynamically updated.

Web Center: Form Filler and Form Recall

This feature takes the tedious work out of filling in Web forms by allowing users to automate information delivery. The user can download a full-featured plug-in that can record registration information on-the-fly. When a user encounters a registration form or login screen, the Web center offers a list of meCards (previously created) and automatically fills in the form based on the card selected. With these features, users never have to worry about forgetting a password or filling out the same form again. Once downloaded, a user can access this tool right from the browser toolbar.

My Information: Identity Manager

This comprehensive tool allows users to create and update their complete digital identity, or Master ID, containing more than 120 fields of personal information ranging from shoe size to favorite color. Once entered, this information is stored on a private, secure NDS Identity server. The Master ID then can be used to quickly and easily create meCards. With digitalme, users can rest easy that their digital identity is safe and secure and is under their full control. The power of digitalme makes any modifications to the user's Master ID reflect other meCards in the virtual world. Friends, family and business contacts using digitalme are automatically notified of any changes.

Account Manager: Controller

With digitalme, the user is always in control. The account manager feature allows users to change their passwords as often as they like. Users also can delete an account and all of the information associated with it.

NDS Technology

digitalme is based on Novell Directory Services® (NDS™), Novell's field-proven directory technology. Novell is taking its core competencies and moving them to the Internet. Identity management is the first of the "in the net" technologies to be delivered. As an industry leader in networking and Internet technologies, Novell is keenly aware of the need for a better way to manage and control on-line identities. Novell's digitalme will change the way people work with the Internet in fundamental ways. The value of the Internet is not just its ability to scale up to millions of users, but to empower those users on a personal level.

digitalme does this by taming the Internet and providing a familiar, easy-to-use identity manager backed by the power of NDS technology.

The role of e-business in meBusiness

digitalme gives the business world an easy method to generate greater intimacy with its customers. In the long run, this will allow businesses to better serve their customers in more personal ways, deliver the value and differentiate themselves from the competition. This technology spurs the need to exploit the power of one-to-one marketing via dynamic content presentation, tailored messaging and product offers, intelligent referrals and products recommendations, and myriad other ways to individually serve customers.

Novell's Internet Focus

With the information revolution clearly underway, the volume of on-line transactions continues to expand. However, two areas of concern are hampering growth to some degree. One is the concern people have about access to personal information. The other is the hassle associated with remembering multiple IDs and passwords and the need to enter the same information repeatedly to conduct on-line transactions. With the emergence of digitalme technology, these concerns are quickly being put to rest. Novell's digitalme gives Web users full control over their on-line identities and makes it easier and faster to conduct virtual business. This exciting new technology will spur the growth of meBusiness and make on-line transactions available to a much broader audience.

Novell's digitalme is the premier digital technology and is directory-based, offering a comprehensive, secure, and easy means of creating, managing, and controlling on-line identities. It brings the powerful relationship tracking capabilities of NDS to the world of the Internet, and gives people a coherent, straightforward way of managing who they are on-line. Bottom line: digitalme simplifies on-line life and makes the Internet a friendlier, easier place.

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